

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-44. (Canceled)

- 1                   45. (New) A method of providing marketing content to be displayed to a user,  
2 comprising:
  - 3                   providing a marketing object container;
  - 4                   providing a selection of marketing objects associated for insertion into the
  - 5 marketing object container;
  - 6                   providing a selection of marketing attributes to be associated with the marketing
  - 7 object container, the marketing attributes including timing and priority information for at least
  - 8 some of the marketing objects inserted in the marketing object container; and
  - 9                   determining which of the selection of marketing objects to display to a user based
  - 10 on the selection of marketing attributes associated with the marketing container.
- 1                   46. (New) A method according to claim 45, wherein:
  - 2                   the selection of marketing attributes further includes relationship information
  - 3 defining relationships between at least some of the marketing objects.
- 1                   47. (New) A method according to claim 45, wherein:
  - 2                   determining which of the selection of marketing objects to display to a user
  - 3 further includes examining a profile of the user.
- 1                   48. (New) A method according to claim 45, wherein:
  - 2                   the selection of marketing attributes further includes style information defining
  - 3 how the marketing objects are displayed to the user.
- 1                   49. (New) A method according to claim 45, wherein:

2 the selection of marketing attributes further includes style information defining  
3 how the marketing objects are displayed to the user.

1 50. (New) A method of providing marketing content to be displayed to a user,  
2 comprising:

3 associating a marketing object container with a Web site, the marketing object  
4 container including a selection of marketing objects and a selection of marketing attributes;

5 tracking the behavior of a user of the Web site; and

6 determining which of the selection of marketing objects to display to a user based  
7 on the selection of marketing attributes and the behavior of the user.

1 51. (New) A method according to claim 50, wherein:

2 the selection of marketing attributes further includes style information defining  
3 how the marketing objects are displayed to the user.

1 52. (New) A method according to claim 50, wherein:

the selection of marketing attributes further includes relationship information defining relationships between at least some of the marketing objects.

1 53. (New) A method according to claim 50, wherein:

2 determining which of the selection of marketing objects to display to a user  
3 further includes examining a profile of the user.

1                           54. (New) A method of marketing objects to users of a second party Web site,  
2 comprising:

- 3 providing a first marketing object container associated with a first party;
- 4 providing a selection of marketing objects associated with the first party for
- 5 insertion into the first marketing object container;

6                   providing a selection of marketing attributes to be associated with the first  
7 marketing object container, the marketing attributes including timing and priority information for  
8 at least some of the marketing objects inserted in the first marketing object container; and  
9                   associating the marketing object container with a first Web site for a second party,  
10 the selection of marketing attributes associated with the first marketing container determining  
11 which of the selection of marketing objects to be displayed in the first Web site.

1               55. (New) The method of claim 54, further comprising:  
2                   associating a second marketing object container for the first party with a second  
3 Web site for a third party, the selection of marketing attributes associated with the second  
4 marketing object container determining which of the selection of marketing objects to be  
5 displayed in the second Web site.

1               56. (New) The method of claim 55, wherein:  
2                   providing a marketing object for insertion in the first marketing object container  
3 also automatically associates the marketing object for insertion in the second marketing object  
4 container.

1               57. (New) The method of claim 54, wherein:  
2                   the second party receives fees from the first party for hosting their marketing  
3 presentation.

1               58. (New) A computer program product including computer code stored on a  
2 computer readable medium, the computer code executable on a computer for providing  
3 marketing content to be displayed to a user, the computer program product comprising:  
4                   computer code for providing a marketing object container;  
5                   computer code for providing a selection of marketing objects associated for  
6 insertion into the marketing object container;  
7                   computer code for providing a selection of marketing attributes to be associated  
8 with the marketing object container, the marketing attributes including timing and priority

9 information for at least some of the marketing objects inserted in the marketing object container;  
10 and

11 computer code for determining which of the selection of marketing objects to  
12 display to a user based on the selection of marketing attributes associated with the marketing  
13 container.

1 59. (New) A computer program product including computer code stored on a  
2 computer readable medium, the computer code executable on a computer for providing  
3 marketing content to be displayed to a user, the computer program product comprising:

4 computer code for associating a marketing object container with a Web site, the  
5 marketing object container including a selection of marketing objects and a selection of  
6 marketing attributes;

7 computer code for tracking the behavior of a user of the Web site; and

8 computer code for determining which of the selection of marketing objects to  
9 display to a user based on the selection of marketing attributes and the behavior of the user.